

Persona 1:

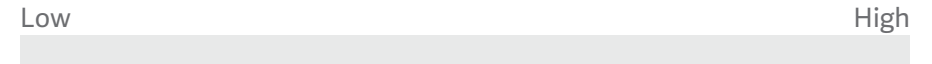
Davis Senior Center resident – Fred

Table Number:

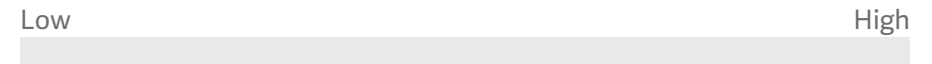


- Lived in Davis for 51 years
- Likes to hang out at the Senior Center and play ping pong
- Sometimes gets lost in Davis at night and in the rain
- At night, orients by the stars (if no clouds); proceeds towards lights, asks directions
- Walks more than bikes

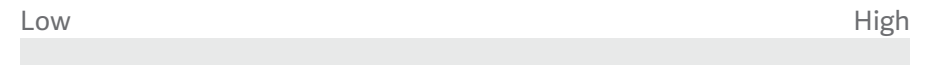
Navigational Proficiency:



Familiarity with Davis:



How Often Fred Gets Lost:



How Fred Travels in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Fred Uses:

- Map Google Map Asking Directions
- Signs Compass Landmarks

What Could Help Fred:

Interesting Fact About Fred:

Persona 2:

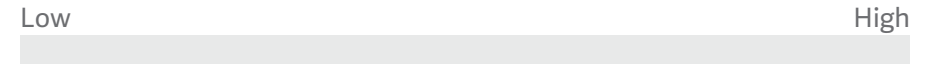
Visitor to Davis – Vicky

Table Number:

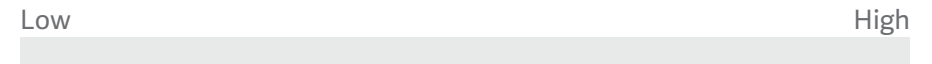


- In Davis dropping her daughter off to start school at UC Davis
- Did not rent a car, and is staying at a hotel in downtown Davis
- The hotel gave her a map of Davis to get around
- Got lost at the Arboretum, felt safe, but she did wish there was something to tell her she was going the correct way

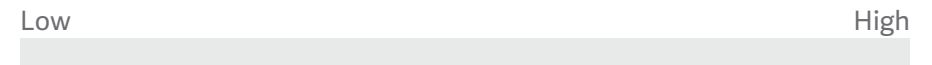
Navigational Proficiency:



Familiarity with Davis:



How Often Vicky Gets Lost:



How Vicky Travels in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Vicky Uses:

- Map Google Map Asking Directions
 Signs Compass Landmarks

What Could Help Vicky:

Interesting Fact About Vicky:

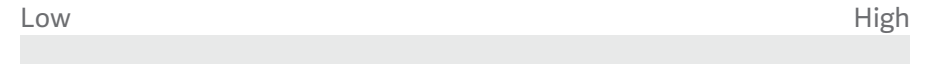
Persona 3:
New Davis resident – Stephanie

Table Number:

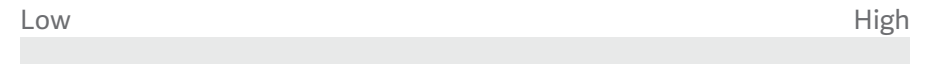


- Transfer student and just moved to Davis
- Does not own a car and uses Google Maps to find her way by bike
- Gets frustrated when she gets lost and eventually gets out her phone to navigate

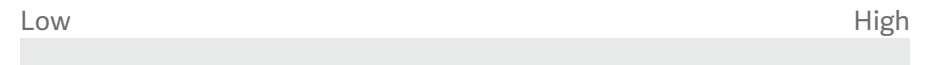
Navigational Proficiency:



Familiarity with Davis:



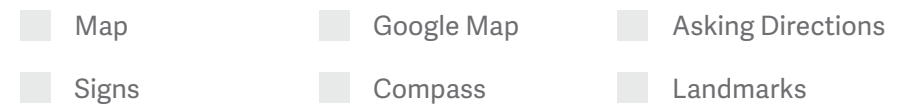
How Often Stephanie Gets Lost:



How Stephanie Travels in Davis:



Wayfinding Tools Stephanie Uses:



What Could Help Stephanie:

Interesting Fact About Stephanie:

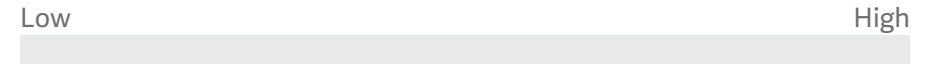
Persona 4:
Longtime Davis resident – Elaine

Table Number:

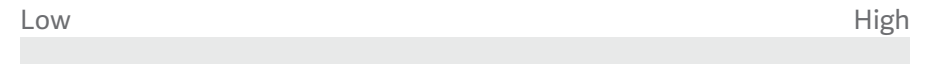


- Lived in Davis for 30 years
- Is a stay at home Mom who volunteers with scouts
- Prefers to walk and uses Google and Waze to get around when she drives
- Gets lost in the newer subdivisions: Mace Ranch and Alhambra

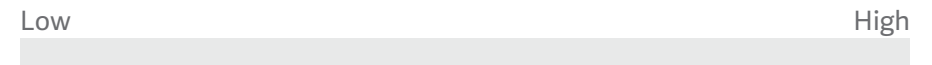
Navigational Proficiency:



Familiarity with Davis:



How Often Elaine Gets Lost:



How Elaine Travels in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Elaine Uses:

- Map Google Map Asking Directions
 Signs Compass Landmarks

What Could Help Elaine:

Interesting Fact About Elaine:

Persona 5:

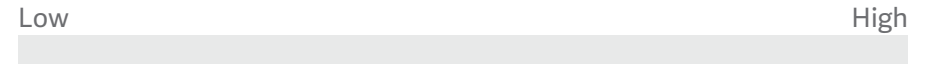
Returning Davis residents – Andrea and her daughter Charlotte

Table Number:

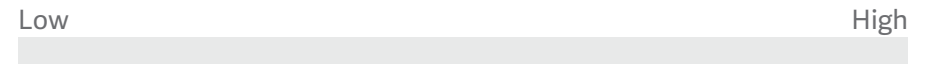


- Went to school at UC Davis and just moved back
- Moved back to Davis because this is a great place to raise a family
- Enjoys exploring the pathways and playing in the park
- Gets lost on the bike loop

Navigational Proficiency:



Familiarity with Davis:



How Often Andrea & Charlotte Get Lost:



How Andrea & Charlotte Travel in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Andrea & Charlotte Use:

- Map Google Map Asking Directions
 Signs Compass Landmarks

What Could Help Andrea & Charlotte:

Interesting Fact About Andrea & Charlotte:

Persona 6:

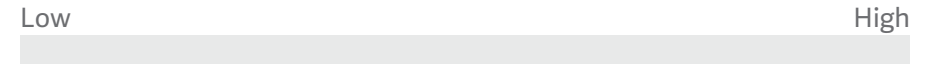
International UC Davis students – Praveen and Shaikh

Table Number:

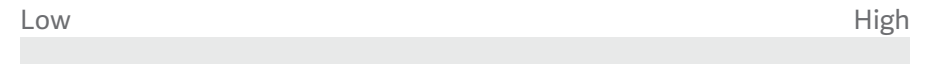


- UC Davis International students living off-campus
- Both students do not have own cars - they have brand new bikes
- Before they go anywhere they use Google Maps to figure out their route
- Have been lost hundreds of times in Davis- especially on the pathways

Navigational Proficiency:



Familiarity with Davis:



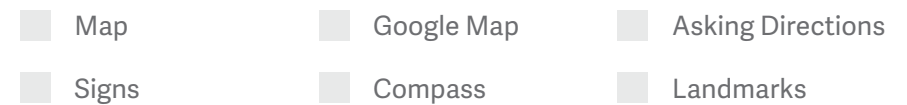
How Often Praveen & Shaikh Get Lost:



How Praveen & Shaikh Travel in Davis:



Wayfinding Tools Praveen & Shaikh Use:



What Could Help Praveen & Shaikh:

Interesting Fact About Praveen & Shaikh:

Persona 7:

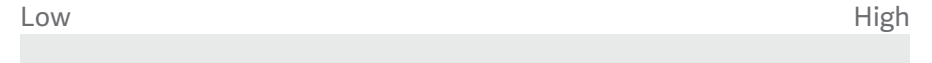
UC Davis student – Natali

Table Number:

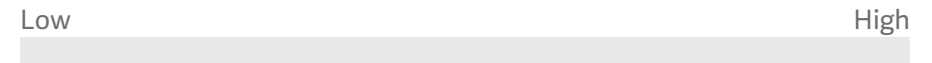


- UC Davis student who has lived in Davis for two years
- Does not like to bike - she walks or takes the bus
- Uses Google maps to know which direction to go
- Gets lost in residential areas when streets dead end and on pathways

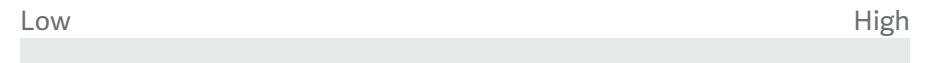
Navigational Proficiency:



Familiarity with Davis:



How Often Natali Gets Lost:



How Natali Travels in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Natali Uses:

- Map Google Map Asking Directions
 Signs Compass Landmarks

What Could Help Natali:

Interesting Fact About Natali:

Persona 8:

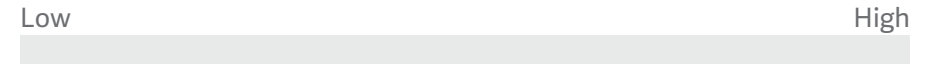
Daily Commuter – Tony

Table Number:

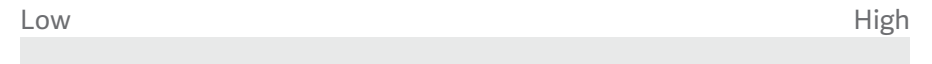


- Lives in Rocklin and takes the train to Davis
- Brings his bike on the train and gets around Davis by bike
- Loves spending his lunch break exploring the pathways of Davis by bike
- Is not afraid of getting lost and will ride around until he finds his way back

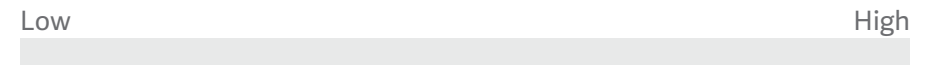
Navigational Proficiency:



Familiarity with Davis:



How Often Tony Gets Lost:



How Tony Travels in Davis:

- Walking Cycling Driving Transit

Wayfinding Tools Tony Uses:

- Map Google Map Asking Directions
- Signs Compass Landmarks

What Could Help Tony:

Interesting Fact About Tony: